

**Report Parameters :**

AE INITIALS :

AE LOC :

AE RC :

BILLING SUMMARY : YES

GENERATE :

MAKEGOODS : YES

BUSINESS TYPE :

ORDER TYPE :

PRE PRINTED :

PRINTED DATE :

REV NUM : 1

ORDERS OF

SORT BY : By Order Number

REQUEST ID :

REQUEST RUN ID :

ORDER RANGE : 57062

## KDKA-TV

ONE GATEWAY CENTER, . PITTSBURGH PA 15222

KDKA-TV

AND

PAGE 1

22198	AGENCY (OR SERVICE)		ACTING AS AGENT FOR	172688	ADVERTISER (OR AGENCY AND ADVERTISER)		<div>Cancellation Notice</div> <div>Required</div> <div>Announcement 28 days</div> <div>prior notice</div>
NAME	MESSAGE & MEDIA INC.			FRIENDS OF MATT SMITH			
AND	100 Albany St			PO BOX 13445			
ADDRESS	New Brunswick	NJ	08901-2179	Pittsburgh	PA 15243-0445		
	USA			USA			
CONTACT				PRODUCTFRIENDS OF MATT SMITH 10/23-29			
LOCAL SALESPERSON	Brian Butz-1		AGENCY EST. NO.	PRODUCT CODE	1310		
NATIONAL SALESPERSON							
BROADCAST SCHEDULE STARTING 10/23/12 AND ENDING 10/29/12 NO. WEEKS: 1							

CBS Television Stations Standard Terms and Conditions for advertising shall apply.

NONDISCRIMINATION POLICY: CBS Television Stations and its Stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing time from CBS Television Stations or its Stations that is intended to discriminate on the basis of race or ethnicity.

ITEM	DAYS	SPOTS PWK.	TIME		LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL BDCST.	UNIT RATE	TOTAL VALUE(1)
			FROM	TO						
PRINT AT STATION. ALL RATES ARE NON PRE-EMPTIBLE UNLESS NOTED OTHERWISE. PAID FOR BY FRIENDS OF MATT SMITH. MARK INVOICE PAID, PROOF OF PERFORMANCE AND PUT IN PUBLIC										
1	01111..	4	05:00A	05:58A	30S	10/23/12-10/26/12	THIS MORNING 5-6AM	4	380.00	1520.00
2	M	1	05:00A	05:58A	30S	10/29/12-10/29/12	THIS MORNING 5-6AM	1	380.00	380.00
3	01211..	5	05:58A	07:00A	30S	10/23/12-10/26/12	THIS MORNING 6-7AM	5	675.00	3375.00
4	M	1	05:58A	07:00A	30S	10/29/12-10/29/12	THIS MORNING 6-7AM	1	675.00	675.00
5	01111..	4	07:00A	09:00A	30S	10/23/12-10/26/12	THE EARLY SHOW	4	380.00	1520.00
6	M	1	07:00A	09:00A	30S	10/29/12-10/29/12	THE EARLY SHOW	1	380.00	380.00
7	01111..	4	09:00A	09:58A	30S	10/23/12-10/26/12	THIS MORNING 9-10AM	4	180.00	720.00
8	M	1	09:00A	09:58A	30S	10/29/12-10/29/12	THIS MORNING 9-10AM	1	180.00	180.00
9	01111..	4	11:58A	12:30P	30S	10/23/12-10/26/12	NOON NEWS	4	585.00	2340.00
10	M	1	11:58A	12:30P	30S	10/29/12-10/29/12	NOON NEWS	1	585.00	585.00
11	02111..	5	04:00P	05:00P	30S	10/23/12-10/26/12	4PM EARLY NEWS	5	585.00	2925.00
12	M	1	04:00P	05:00P	30S	10/29/12-10/29/12	4PM EARLY NEWS	1	585.00	585.00
13	01121..	5	05:00P	06:00P	30S	10/23/12-10/26/12	5PM EARLY NEWS M-F	5	900.00	4500.00
14	M	1	05:00P	06:00P	30S	10/29/12-10/29/12	5PM EARLY NEWS M-F	1	900.00	900.00

(1) Less Agency commission of 15% Except on Non-Commissionable Amounts. Conditions on the reverse of this page and any attachments hereto are an integral part of this Agreement. If this contract is with an Advertiser, references to Agency apply to Advertiser, except no commission will be allowed an Advertiser.

ACCEPTED BY AGENCY

AS AGENT FOR (ADVERTISER)

ACCEPTED BY STATION

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KDKA-TV

AND

PAGE 2

22198	AGENCY (OR SERVICE)		ACTING AS AGENT FOR		172688	ADVERTISER (OR AGENCY AND ADVERTISER)		<div>Cancellation Notice</div> <div>Required</div> <div>Announcement 28 days</div> <div>prior notice</div>
NAME		MESSAGE & MEDIA INC.				FRIENDS OF MATT SMITH		
AND		100 Albany St				PO BOX 13445		
ADDRESS		New Brunswick	NJ	08901-2179		Pittsburgh	PA 15243-0445	
		USA				USA		
CONTACT						PRODUCTFRIENDS OF MATT SMITH 10/23-29		
LOCAL SALESPERSON	Brian Butz-1		AGENCY EST. NO.			PRODUCT CODE	1310	
NATIONAL SALESPERSON								
BROADCAST SCHEDULE STARTING 10/23/12 AND ENDING 10/29/12 NO. WEEKS: 1								

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			FROM	TO						
15	01112..	5	05:58P	07:00P	30S	10/23/12-10/26/12	M-F ERLY NEWS	5	1080.00	5400.00
16	M	1	05:58P	07:00P	30S	10/29/12-10/29/12	M-F ERLY NEWS	1	1080.00	1080.00
17	0110000	2	11:00P	11:35P	30S	10/23/12-10/24/12	11PM NEWS	2	2000.00	4000.00
18	Sa	1	05:58A	07:58A	30S	10/27/12-10/27/12	SAT. MORN. LOCAL NEWS	1	300.00	300.00
19	Sa	1	07:58A	10:00A	30S	10/27/12-10/27/12	SAT.CBS MORNING NEWS	1	450.00	450.00
20	Sa	1	07:00P	07:30P	30S	10/27/12-10/27/12	SAT 7PM NEWS	1	750.00	750.00
21	Su	1	06:30A	07:00A	30S	10/28/12-10/28/12	THE SUNDAY BUSINESS PAGE	1	135.00	135.00
22	Su	1	08:28A	08:57A	30S	10/28/12-10/28/12	KD/PG SUNDAY EDITION	1	200.00	200.00
23	Su	1	08:58A	10:28A	30S	10/28/12-10/28/12	CBS SUN MORN	1	650.00	650.00
24	Su	1	10:28A	11:30A	30S	10/28/12-10/28/12	FACE THE NATION	1	585.00	585.00
25	W	1	06:57P	07:30P	30S	10/24/12-10/24/12	CBS EVENING NEWS	1	1080.00	1080.00
26 LUR	Sa	1	12:05A	01:05A	30S	10/27/12-10/27/12	CSI: MIAMI	1	135.00	135.00
27	Su	1	11:35P	12:05A	30S	10/28/12-10/28/12	#1 COCHRAN SUNDAY SPORTS	1	600.00	600.00
Total Contract:								56		35950.00

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<b>AND</b>		100 Albany St		PO BOX 13445			
<b>ADDRESS</b>		New Brunswick NJ 08901-2179		Pittsburgh PA 15243-0445			
<b>CONTACT</b>		USA		USA			
<b>LOCAL SALESPERSON</b>		Brian Butz-1		<b>AGENCY EST. NO.</b>		<b>PRODUCT</b> FRIENDS OF MATT SMITH 10/23-29	
<b>NATIONAL SALESPERSON</b>				<b>PRODUCT CODE</b>		1310	
<b>BROADCAST SCHEDULE STARTING</b> 10/23/12 <b>AND ENDING</b> 10/29/12 <b>NO. WEEKS:</b> 1							

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